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Inside Information

United States Department
of Agriculture

May 29, 1981

Office of Governmental
and Public Affairs

VOLUME 3

Washington, D.C.
20250

NO. 22

JUN 29 '81

MORE ON COLOR IN PUBLICATIONS

Two communicators agree with comments about usefulness of color in publications expressed in "Inside Information" by Bill Hamilton, USDA Forest Service, recently.

"You better bet we can assume color is cost effective and we'd darned well better make that assumption in regard to our popular publications where we are trying to entice the reader to take an interest," says Terry Day, agricultural research writer at Washington State University.

"I wholeheartedly agree that 4-color reproduction can be used very effectively," says Bob Topor, assistant director of media services at Cornell University in New York.

Topor adds: "In a recent survey, the College Board reported that full color booklets used for admissions recruiting got a 50% better response than booklets printed in black-and-white!"

Day says people want color, and they are more than willing to pay for it.

"Just look at how much they pay for color television sets so they can see that the astro turf is green and the jersey is red, or whatever," he adds.

"Take a look at the consumer's preference when they plunk down their hard-earned cash for photographic film for family snapshots," Day continues. "They pay a lot more to get living color."

Day uses a lot of color in "Advance," the WSU College of Agriculture Research Center quarterly.

He says the effectiveness of the publication would be reduced if he was forced to drop color.

"In fact, I'd just as soon kill the whole publication as have to go all black-and-white," he adds.

Topor points out that laser color separation, multiple color web printing equipment and new film technology makes 4-color process printing more cost effective.

In the interest of cost effective communications, the question "Can we afford it?" should be "Can we afford NOT to?" says Topor.

COST-EFFECTIVE COMMUNICATIONS DISCUSSED

"Cutting Communications Costs" was just one of the topics discussed at the annual spring workshop sponsored by USDA's Office of Governmental & Public Affairs and the DC Region of the Agricultural Communicators in Education (ACE).

Jim Sayre, USDA Economics & Statistics Service, showed how management techniques are cutting publication costs while reaching wider audiences.

Wally Shiverdecker, USDA Forest Service, reviewed his experiences with cost-effective radio services.

Stan Levin, USDA Food Safety & Quality Service, pointed out how choosing the right medium can cut communications costs.

David Sutton, assistant public affairs director for graphic arts in GPA, described the cost and style advantages in formatting publications.

Ed Poe, Publishing Center in GPA, gave a report on computerized project to find out what public wants to know, i.e. what kinds of publications are wanted.

Debra Smith, Publishing Center in GPA, reviewed plans and progress of the effective writing workshop offered by GPA.

Sally Klusaritz, USDA Food Safety & Quality Service, reported on consumer responsiveness project in her agency.

The seminar was held for the fourth consecutive year at the National 4-H Center.

About 140 USDA communicators attended the 1-1/2 day professional improvement event.

Ray Lett, executive assistant to Secretary of Agriculture John R. Block, and Claude Gifford, acting assistant secretary for governmental and public affairs, kicked off the workshop with a review of challenges ahead in communications budgets.

Lorraine Kingdon, University of Arizona agricultural communications head and national president of the Agricultural Communicators in Education, also addressed the workshop.

Another topic covered was the communications technology explosion and how it is being applied and used by USDA agencies.

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A two-hour session on "stress and time management" was conducted by a clinical psychologist, Dr. Linda R. Josef.

The importance of "individual productivity" was highlighted by Dr. Herbert Striner, dean of American University's College of Business Administration.

An explanation of the President's moratorium on new government publications and audiovisuals was presented by Robin Rayborn of the Office of Management & Budget.

NEW USDA "OUTLOOK" DIRECTOR NAMED

Sally Michael, of USDA's World Food & Agriculture Situation and Outlook Board, will be the director of USDA's group planning the November 2-5 outlook conference.

Michael, information specialist with the Board, succeeds Jack Roney, Board information director.

Alice Skelsey, head of information for USDA Science & Education Administration, will chair the information committee for "Outlook '82."

ILLUSTRATOR POSITION ANNOUNCED

USDA's Agricultural Cooperative Service has announced vacancy for a GS-9 illustrator (with promotion potential to GS-11).

Five years experience is required.

Applicant must be able to create art work in a variety of styles and techniques.

Applications must be received no later than June 8 by Theodora Gregory, Personnel Division, USDA Agricultural Marketing Service, Room 1715-S, Washington, DC 20250. For further information call (202) 447-9174.

JCP SEARCHING FOR TECHNICAL ASSISTANT

The Joint Committee on Printing of the U.S. Congress has an immediate opening for a technical assistant.

Applicants should have a sound understanding of the current state of printing and graphic arts fields and their relation to the rapidly evolving information technology. Five years of experience--three years general and two specialized--are required.

Applications are due no later than June 12 to: T.A.O., c/o Staff Director, Joint Committee on Printing, Room S-151, U.S. Capitol, Washington, DC 20510.

Hispanic Public Affairs Association's board of directors have met with Lou Gerig, White House director of media liaison, to plan a briefing for Hispanic media.

The briefing will be scheduled during Hispanic Heritage Week in September.

The HPAA plans to bring more than 100 Hispanic media representatives to USDA for an afternoon session the day before the White House briefing.

For details, contact Phil Villa-Lobos, USDA Media Liaison Center, Office of Governmental & Public Affairs, Room 409-A, Washington, DC 20250, or call (202) 447-3008.

FORUM ON EVALUATING RESEARCHERS HELD

USDA's Science & Education Administration hosted a one-day seminar on evaluation of scientific accomplishments in federal and university research.

The seminar provided a forum for the research agencies to review the federal research grade evaluation system and to discuss ways of ensuring that the results continue to be fair for all.

Additional information is available from Rosemary Wolfe, information specialist, Room 428-A, Science & Education Administration, Washington, DC 20250. Or call (202) 447-6841.

MIDWEST INFO OFFICE REACHES LIBRARIES

More than 350 libraries have responded to efforts of the Midwest Information Office administered by USDA's Agricultural Marketing Service to provide additional information.

The regional office began a campaign recently to interest libraries in the region with USDA marketing information.

Additional copies of USDA publications have had to be ordered to fill the libraries requests.

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